



## Template for Fair Trade Charter Recognition

**Below you find a template email to send around to ask your contacts and allied organisations (beyond Fair Trade movement) for recognition.**

We are seeking recognition from their organisations (not at a personal capacity).

Please **edit the highlighted text and make sure you keep the hyperlinks** when sending out the emails. Feel free to personalise and edit the proposed template message.

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SUBJECT: Recognition from your organisation for the new Fair Trade Charter - launch 25 September

Dear **[ADD CONTACT NAME]**,

The Fair Trade movement has come together with an International Fair Trade Charter. As a supporter of the ideals and ideas of Fair Trade, we are writing to you to seek the support of your organisation for the Charter. The new Charter refreshes the vision of Fair Trade, proposing solutions and a viable alternative to a global economy that is driving inequality, poverty and ecological crisis. The Charter will be launched publicly on 25 September, on the third anniversary of the adoption of the UN Sustainable Development Goals and Agenda 2030.

Business and world leaders increasingly use the term “fair trade” but often pursue policies that undermine the values behind Fair Trade. Examples include US President Donald Trump, who has used the term to refer to new trade barriers that would favour developed economies. In the new Charter, we lay out what Fair Trade really means if it is fair for producers, workers and artisans.

The Global Fair Trade movement, networks and allies will make a public stand on 25 September, uniting behind the true vision behind Fair Trade. In particular, we are planning to launch the new International reference point for Fair Trade, the International Fair Trade Charter. We would like to have a wide range of organisations (NGOs, social lending organisations, universities, enterprises), within and beyond the Fair Trade movement, supporting this statement on 25 September.

I am writing to ask for the support of your organisation for this statement. As annexes to this email you will find the text of the new International Fair Trade Charter (embargoed until 25 September).

[HERE](#) you will find a form that:

- Explains what recognition means
- Allows you to confirm your recognition



- Gives ideas on how you can communicate your support to the new Charter when publicly launched on 25 September 2018

(also the hyperlink is pasted here: [https://docs.google.com/forms/d/e/1FAIpQLSdmC2bkG\\_6-0YhgyCevDixgWEs4yQr8QzxZMPsYi-B3H-gziA/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdmC2bkG_6-0YhgyCevDixgWEs4yQr8QzxZMPsYi-B3H-gziA/viewform))

We hope you will also encourage other organisations to recognise the Charter as we are building a large coalition of voices standing together for a vision of a fair and sustainable global economy.

Those recognising the Charter will be kept informed of the various communication materials (e.g. video, press release, quotes) that will be made available before 25 September.

If you are an individual (not an organisation), you can send a short quote explaining “*Why I support the new International Fair Trade Charter*” with your complete name (and title, if you wish to) to Ffion Storer Jones ([info@fairtrade-advocacy.org](mailto:info@fairtrade-advocacy.org)) at the Fair Trade Advocacy Office (FTAO). The FTAO has various language versions available (including French, Spanish, German, Dutch, etc). If you would be ready to translate the Charter into your language, let us know before going ahead (to avoid duplications).

For feedback and any questions, feel free to write to Ffion Storer Jones at the FTAO ([info@fairtrade-advocacy.org](mailto:info@fairtrade-advocacy.org)).

Thank you very much in advance

**[ADD YOUR NAME AND ORGANISATION]**

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